

Seminars on CREDIT AND COLLECTION MANAGEMENT

The Art of Credit Management

The Building Blocks for Success

September 28, 2007 - 8:30am - Noon

In the age of globalization, credit has become a major differentiator. Understanding the importance of credit offerings could mean the difference between gaining and losing a sale.

In this seminar, you will learn how to:

- Utilize credit as a sales and marketing tool
- Build the Credit Manager's Country Scorecard (CMCS I)
- Build the Credit Manager's Customer Scorecard (CMCS II)

Moreover, the workshop will cover other key areas like: *Vision, Mission, Company Culture, Credit Policy, Credit Process, the Legal Environment of Credit, the Indispensable Cs and more.*

The Art of International Collections (Cash-Flow)

The KRW Factor and the 4 P's

October 05, 2007 - 8:30am - Noon

In a global world, a company cannot afford to keep isolated and local. Opportunities to increase the company's market share and revenue await the bold. Yet, the shrewd understand that the adage still holds true: "A sale is not a sale until the cash is in the bank."

Join CITD to uncover the secret of success—the simple truths and the fundamentals — the 'K' and 'R' factors of International Collection. In this workshop you will learn about:

- Payment pyramid, the AW Matrix, the 21 C's
- the ABCs and the 4Ps of international collection
- The wisdom to leverage knowledge and relationships to secure our precious cash-flow

This seminar will above all give you vital information on how to proceed in order to maintain a successful cash flow when involved in International Trade and how to successfully get paid.

Arrowhead Credit Union Board Room

550 E. Hospitality Lane. Suite 210, San Bernardino, CA 92408

Price per seminar \$35.00

Space is limited RSVP required

*For more information or registration call (951) 571-6443 or email
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